



# What Do CDC's Autism & HIV Campaigns Have In Common?

Exploring Application of New and  
Innovative Behavioral  
Frameworks in Campaign  
Development and  
Implementation



Many Minds. Singular Results.

# Theory

It's Not A Dirty Word!



# Using Theory To Inform Strategy

CDC's Take Charge. Take the Test. Campaign



Many Minds. Singular Results.

I can't always know what my partner's doing.

I'm not at risk...only promiscuous girls get HIV.



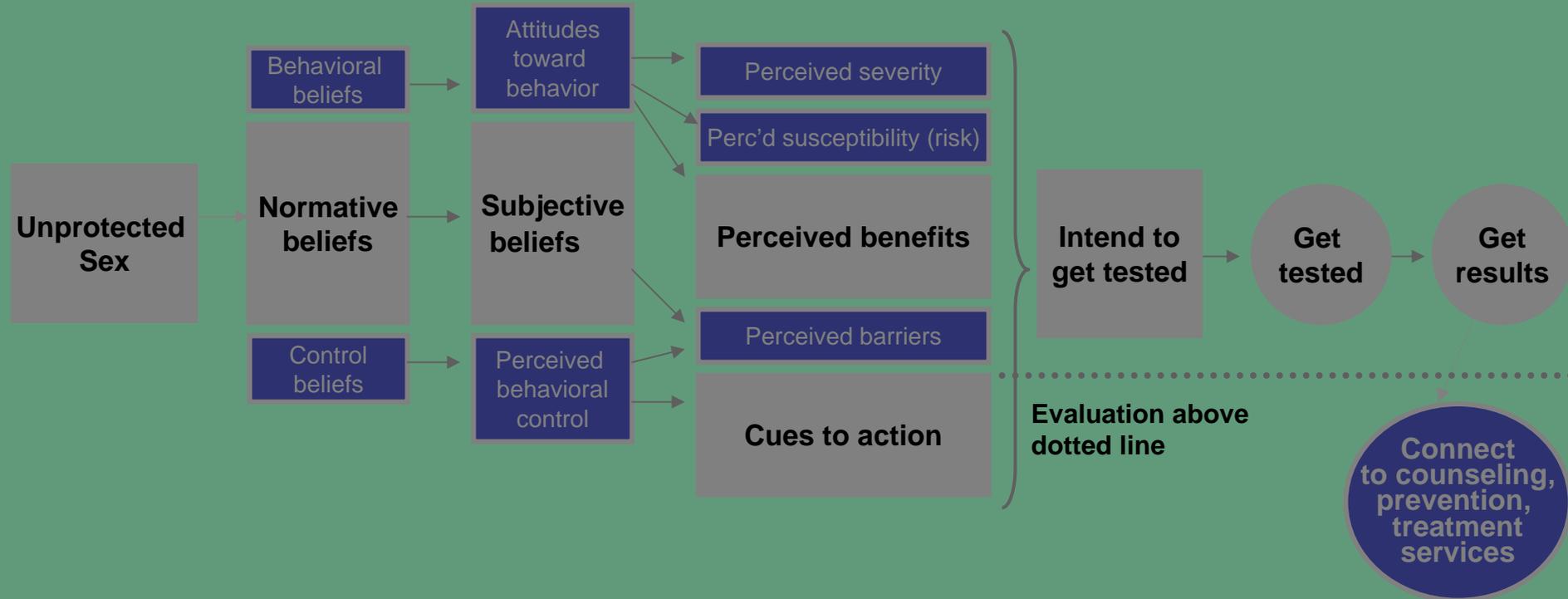
Other people need to get tested...not me.

I don't know what would happen to me if I'm HIV+.

# Take Charge. Take The Test.

## Theoretical Framework

Cultural Norms Influenced by Peers, Organizations, Community



# Surround Sound Approach: Impacting Norms

50 million impressions

More than 100 partners trained

More than 30,000 materials distributed

1,600 attendees at local events

City coordinators contacted by local orgs as  
“face” of the campaign



To date, campaign *events* in Cleveland & Philadelphia have tested more than 800 people, with 5 newly identified HIV positive individuals.



# Using Theory To Inform Message Development

CDC's Learn the Signs. Act Early. Campaign

Learn the Signs.  
Act Early.



Many Minds. Singular Results.

I talk to my friends about my child's first words, first steps, first tooth....

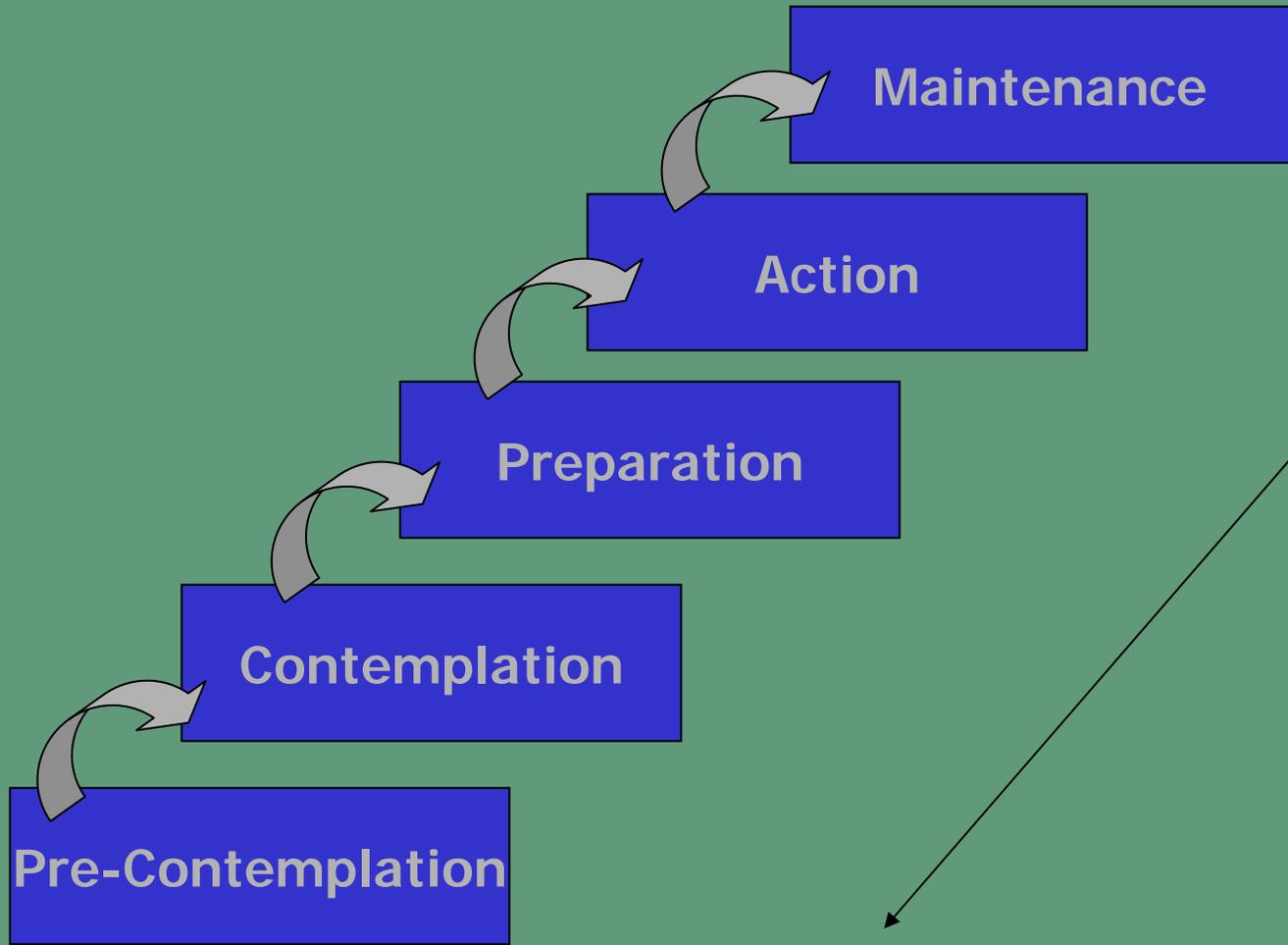
What other milestones should I be looking for?

Autism?! My child can't have that.

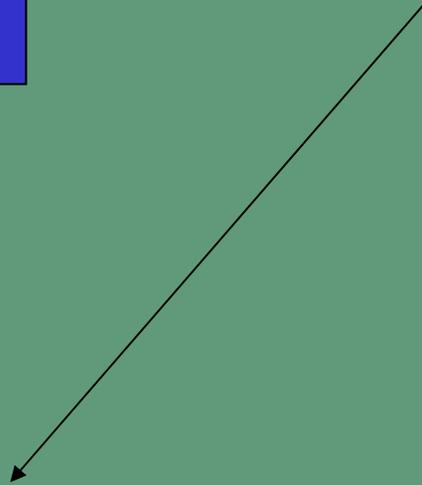
My pediatrician said not to worry.



# Stages of Change & Use of Fear Appeals



Effectiveness of fear appeals diminishes at earlier stages



# Connecting To Desire To Be A Good Parent

- It's time to change how we view a child's growth.
- Learn the Signs. Act Early.

4 años  
Juega imaginándose que es "mamá" o "papá"  
colabora con otros niños

3 años  
mira a adultos y compañeros de juego  
dice oraciones de 4 a 5 palabras  
señala un objeto o imagen si se le nombra

2 años  
interesa más en otros niños  
mira cosas que hacen los otros en un televisor  
señala partes del cuerpo

**Es hora de ver el crecimiento de los niños de una manera diferente.**

Es normal que mida la estatura y el peso de su hijo, pero también de medir otros tipos de crecimiento. Hable con su doctor o enfermera acerca de todos los aspectos del desarrollo su hijo.

1-800-CDC-INFO    [www.cdc.gov/pront](http://www.cdc.gov/pront)

Aprenda los signos. Reaccione pronto.

**It's time to change how we view a child's growth.**

**4 years**  
separately used by children and adults  
sees and uses 18 or more objects  
understands the difference between "more" and "less"

**3 years**  
separately used by children and adults  
sees and uses 18 or more objects  
understands the difference between "more" and "less"

**2 years**  
separately used by children and adults  
sees and uses 18 or more objects  
understands the difference between "more" and "less"

**18 months**  
separately used by children and adults  
sees and uses 18 or more objects  
understands the difference between "more" and "less"

**1 year**  
separately used by children and adults  
sees and uses 18 or more objects  
understands the difference between "more" and "less"

**Some signs of development are obvious. Algunos no son tan obvios.**

**It's time to change how we view a child's growth.**

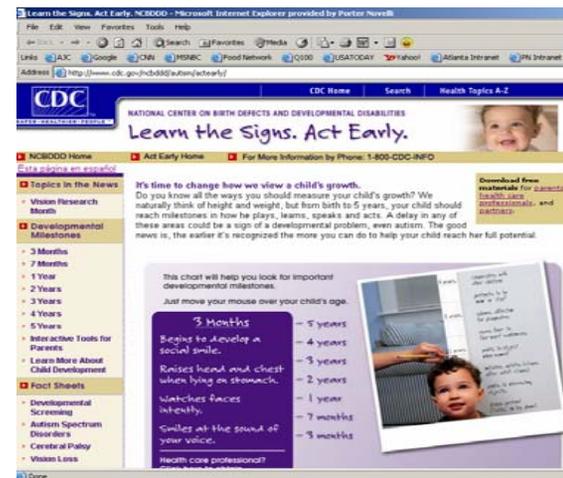
At this age, children are often learning to walk. Some are just starting to take their first steps. In looking for signs of development, parents should be looking for signs that are not so obvious. Ask your doctor or nurse if you have any concerns. Talk with your doctor about signs of development.

**Learn the Signs. Act Early.**

**Learn the Signs. Act Early.**

# Helping Resolve Dissonance Increased Parent-Provider Dialogue

- Increased dialogue between doctors & parents:
  - 60% of parents strongly agree that doctor/nurse asked about child's development
  - 66% of pediatricians said they have resources to educate parents about developmental milestones
  - Significant increase in pediatricians who discuss physical, cognitive and social development with parents



1 out of 2  
pediatricians  
& 1 out of 4  
parents  
aware of the  
campaign

# Thank You!

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